



Zafar Khader

Head Of Sales/Group General Manager

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Dubai, UAE

April 03, 1963



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A passionate hospitality leader driven by opportunity to increase operational success to next level while delivering superior guest service. Proven ability to achieve all corporate goals including reaching high annual occupancy and raising average room rate. History of operating within budget while improving service and growing revenue.

Work Experience



Head of Sales

Byblos Hospitality Group

320 rooms, 5 outlets, banquet halls and meeting rooms

Sept 2020 - Present

Dubai, UAE

- Head the entire hotel operations for sales and rooms division.
- Headed the sanitization drive for the entire hotel as per Government directives
- Represented the hotel in multiple virtual events and travel roadshows.
- Control Rates - OTA / Corporate and Leisure.



Regional Director of Sales

Time Group of Hotels

15 operating hotels across the Middle East & 5 project hotels

Jan 2019 - Sept 2020

Dubai, UAE

- Represented the group at exhibitions and road shows in GCC, India, China, U.K. & UAE
- Initiated aggressive direct sales calls to corporate companies
- Control rates - OTA / Leisure and corporate
- Make monthly reports, budgets & marketing plans

Cluster General Manager

The Dunes Hotel (Part of TIME Group)

3 hotel apartments and one 4 star hotel(Projects)

May 2017 - Dec 2018

- Strategize operational success including maximizing occupancy and building key client retention
- Represent at exhibitions and trade shows in GCC, India, China, and UAE
- Initiated categorizing of rooms, increasing average room rate and achieving 93% average occupancy throughout year
- Earned rating of 4.4 out of 5 customer rating on Expedia as well as 8.5 out of 10 on Booking.com
- Drove sales to corporate clients, adding new companies as regular guests
- Slashed purchasing costs through development of new purchasing system

Skills

Hotel Operations & Management

New Hotel Opening

Profit & Loss Accountability

Legal & Procedural Compliance

Marketing & Sales Strategy

Crisis Management

Previous Experience



The Country Club, Dubai

May 2011 - April 2017

General Manager

102 rooms & suites and 6 restaurants



Belvedere Court Hotel Apartments, Dubai

June 2007 - May 2011

General Manager

175 rooms and suites



The Imperial Group Hotels, Dubai

April 1998 - May 2007 - General Manager

Promoted throughout 10-year tenure at Imperial Group Hotels in Dubai as Director of Sales for group, General Manager at Imperial Residences, and Front Office Manager at Imperial Suites Hotel.

Education

Bachelor of Commerce

Osmania University, Hyderabad, India

Languages

English
Native

Hindi
Native

Arabic
Working knowledge

Additional Courses

Computerizing the Hotel

Train the Trainer

Budgets of the Hotel

Systems & Procedures of the Front Office

References

Mr. Mohammed Awadalla - CEO , Time Group of Hotels, UAE